

## ORDER



KSNV

## Orders

Order / Rev: 106384 / 1  
 Alt Order #: 06850016  
 Product Desc: American Crossroads  
 Estimate: 952  
 Flight Dates: 09/18/12 - 09/27/12  
 Original Date / Rev: 09/07/12 / 09/07/12  
 Order Type: GENERAL

Primary AE: Amy McCreary  
 Sales Office: BLPHI  
 Sales Region: National

## Agency

Name: Crossroads Media, LLC  
 Buying Contact:  
 Billing Contact:  
 66 Canal Center Plaza  
 Alexandria, VA 22314

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

## Advertiser

Name: American Crossroads  
 Demographic: A35+  
 Product Codes: PLI1  
 Priority: SELECT PRIORITY CODE  
 Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:  
 Order Separation: 00:05:00  
 Advertiser External ID:  
 Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/27/12	4	\$14,400.00	\$12,240.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	4	\$14,400.00	\$12,240.00	0.00
Totals	4	\$14,400.00	\$12,240.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KSNV	37%	\$14,400.00
Market	100%	\$38,918.92

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	0%	\$0.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	26%	\$10,118.92
KTUD	0%	\$0.00
KVVU	34%	\$13,232.43
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$1,167.57

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/20/12	09/20/12	Thurs PR 10-11p	CM	10-11pm	---T---	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
Thursdays Prime 10-11pm															
ROCK CENTER W/BRIAN WILLIA- MS (OR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---			1			\$3,200.00		0.00			

Order / Rev: 106364  
 Alt Order #: 06850016  
 Flight Dates: 09/18/12 - 09/27/12

Advertiser: American Crossroads  
 Product Desc: American Crossroads  
 Estimate: 952  
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/20/12	09/20/12	Thurs PR 10-11p	CM	10-11pm	---T---	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
Thursday Prime 10-11pm ROCK CENTER W/BRIAN WILLIA- MS (OR)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---		1				\$3,200.00		0.00			
E 2	KSNV	09/27/12	09/27/12	Thurs PR 10-11p	CM	10-11pm	---T---	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
Thursday Prime 10-11pm ROCK CENTER W/BRIAN WILLIA- MS (OR)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---		1				\$3,200.00		0.00			
E 3	KSNV	09/19/12	09/19/12	Wed PR 9-10p	CM	9-10pm	--W----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
Wednesday Prime 9-10pm Am Got Talent															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----		1				\$4,000.00		0.00			
E 4	KSNV	09/26/12	09/26/12	Wed PR 9-10p	CM	9-10pm	--W----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
Wednesday Prime 9-10pm Am Got Talent															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----		1				\$4,000.00		0.00			
													Totals	4	\$14,400.00